

## OPPORTUNITIES IN THAILAND — *Continued from page 19*

programs (April and October); custom corporate education packages; distance education; and in attracting high school and transfer students and university graduates and undergraduates to Canada.

### Tourism

The greatest potential for attracting Thai tourists to Canada is in the following areas: tour groups (Thais

generally make their first visit to a new destination as part of a group); family itinerary travel (those who have already travelled as part of a group often return with their family); incentive travel (in the increasingly competitive Thai corporate world, trips are seen as strong motivators); and student study tour (Thai parents like to send their children abroad for a study tour or to

camp during school breaks, especially during summer holidays).

### Cultural industries

Good opportunities exist for Canadian companies in the following subsectors: film, video and television, production and programming services, music and publishing industries, and visual art



## NEW BUSINESS DEALS — *Continued from page 6*

Edwards International  
Mississauga, Ontario

Edwards International, the export sales, engineering and marketing arm of Edwards Systems Technology, a leading manufacturer and supplier of fire detection systems, with over 1,300 employees in Canada and abroad, signed a contract with Teeya Master Systems of Bangkok to sell and install fire alarm systems for commercial and industrial buildings. The contract is valued at \$12 million over five years.

Le Groupe CGI, Montreal, Quebec

Le Groupe CGI, the largest Canadian-owned information technology company, with more than 1,700 employees in Canada and abroad, signed a contract to supply Nakornthai Strip Mill Public Company Limited of Chonburi with a business system that will support various activities in a new steel production facility in Thailand. In the Philippines, CGI also signed a contract with ADI Alternative Development Initiative to transfer technology to professionals working in the design and management of telecommunications networks. Total value of the contracts is \$2.5 million.

Universal Systems Ltd.

Fredericton, New Brunswick

Universal Systems Ltd., a software and systems integration company that develops, supports and markets geographic information systems and employs 75 people, signed a memorandum of understanding with the National Mapping and Resource Information Agency for the supply of its CARIS software for a digital hydrographic data processing and charting system capable of producing paper and electronic nautical charts. The agreement is valued at an estimated \$1 million.

Acadian Seaplants Ltd.

Dartmouth, Nova Scotia

A 1996 Canada Export Award recipient, Acadian Seaplants, which manufactures seaweed products and employs 100 full-time workers and more than 1,000 seasonal workers, signed a letter of intent with Inter Crop Ltd. of Bangkok to purchase Acadian Seaplants' products. The agreement is valued at \$1.4 million.

